BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Business Pearson BTEC Level 3 International Foundation Diploma in Business Pearson BTEC Level 3 International Diploma in Business Pearson BTEC Level 3 International Extended Diploma in Business
Unit number and title	**Unit 17: Digital Marketing**
Learning aim	**C:** Develop a digital marketing campaign for a selected product or brand
Assignment title	Would you like to buy this?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Your part time employment at the digital marketing agency has been going well and you have taken on more hours over the summer holiday to gain more experience. Before allowing you to work more closely with clients the Managing Director wants to see how well you perform in developing your own digital marketing campaigns. She has asked you to produce a digital marketing campaign for a product or brand of your choice.

Task 1	You are to produce a detailed digital marketing campaign for a new or existing product or brand. The campaign should have digital applications as its focus and the aim is to create brand loyalty. Make sure you include: objectives, target segmentation, brand personality, resources, testing its effectiveness and how its success can be measured. You should demonstrate how it fits in with the wider promotional and marketing mix. Review your campaign by justifying your ideas and identifying possible improvements to elicit further brand loyalty.
Checklist of evidence required	Digital marketing campaign Review of the campaign
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
17/C.D3	Produce creatively a digital marketing campaign, justifying the key

	decisions taken and potential improvements that could be used to create brand loyalty.
17/C.M3	Produce a detailed digital marketing campaign and demonstrate how it integrates into the wider marketing and promotional mix for a new or existing product or brand.
17/C.P6	Produce an outline for a digital marketing campaign that will create brand loyalty for a new or existing product or brand.
Sources of information to support you with this Assignment	www.digitalmarketingmagazine.co.uk www.smartinsights.com https://uk.marketo.com https://www.techopedia.com www.smedio.com The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners.
Other assessment materials attached to this Assignment Brief	None